



Quick Notes

from the Idaho Office of Highway Safety

September 19, 2011

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
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2011 Fatalities on Idaho Roads = 100*

General Message from the Highway Safety Manager

At the Office of Highway Safety, Federal Fiscal Year 2012 (FY '12) starts on October 1, 2011 and this means the start of several new highway safety projects. The Highway Safety Performance Plan and the first installment of funding from the National Highway Traffic Administration have been approved so we are ready to go to work and implement these new projects. With this in mind, I would like to introduce members of the Highway Safety Team and their areas of responsibility and expertise. These individuals are:

Grants Officers and Programs:

Kevin Bechen - *Impaired Driving, Ignition Interlock*, (208) 334-4467, Kevin.Bechen@itd.idaho.gov

Lisa Losness - *Adult Occupant Protection, Distracted Driving, Child Passenger Safety, Law Enforcement Liaison Coordinator*, (208) 334-8103, Lisa.Losness@itd.idaho.gov

Margaret Goertz - *Youthful Driver, Alive at 25 Coordinator, Traffic Records/Roadway Safety, Section 408 Data Improvement* (208) 334-8104, Margaret.Goertz@itd.idaho.gov

Cecilia Awusie - *Aggressive Driving, Motorcycle Safety, Unbiased Policing, Highway Safety Coalition*, (208) 334-8112, Cecilia.Awusie@itd.idaho.gov

Donna Vasquez - *Bicycle and Pedestrian Safety, Emergency Medical Services, Hispanic Outreach*, (208) 334-8102, Donna.Vasquez@itd.idaho.gov

Research Analysts:

Steve Rich, Research Analyst Principal, (208) 334-8116, Steve.Rich@itd.idaho.gov

Kelly Campbell, Research Analyst Principal, (208) 334-8105, Kelly.Campbell@itd.idaho.gov

Financial Specialist:

Ping Yerby, Financial Specialist, (208) 334-8106, Ping.Yerby@itd.idaho.gov

Crash Data/Reports:

Susan Mulkey, Crash Database Supervisor, (208) 334-8110, Susan.Mulkey@itd.idaho.gov

If you have any questions regarding our highway safety programs, I invite you to contact a member of our staff for answers or information. The Office of Highway Safety looks forward to working with our partners, old and new, as we work together *Toward Zero Deaths*.

Brent Jennings, PE
Highway Safety Manager
brent.jennings@itd.idaho.gov

Traffic Enforcement Mobilizations 2012 – Documents now available [online](#)

The traffic enforcement mobilization Memorandum of Understanding and supporting documentation has been mailed to every police chief and county sheriff in the state. If you did not receive a copy or if you would like a copy for yourself, all of the [MOU documents](#) are now available online. Scroll to the bottom of the page webpage for the 2012 documents.

FFY 2012 Mobilization Calendar	
Impaired	Nov 19 - 27, 2011
	Dec 17, 2011 - Jan 3, 2012
	March 10 – 18, 2012
	June 29 - July 13, 2012
	Aug 25 - Sept 8, 2012
Aggressive	Apr 19 – 30, 2012
	Aug 1-13, 2012
Seat Belt	Feb 7-20, 2012
	May 22 - June 5, 2012

U.S. DOT Releases New “Faces of Distracted Driving” Video Featuring 5-Year-Old Xzavier Davis-Bilbo: Mother Valetta Bradford of Milwaukee, Wisconsin, Discusses the Crash that Paralyzed Her Young Son

DOT 121-11, Thursday, September 15, 2011

Contact: Justine Adelizzi, Tel: (202) 366-4570

WASHINGTON – U.S. Transportation Secretary Ray LaHood today released the latest video in the U.S. Department of Transportation’s “Faces of Distracted Driving” series, featuring the story of Xzavier Davis-Bilbo from Milwaukee, Wisconsin.

WATCH: “Xzavier Davis-Bilbo” – <http://www.youtube.com/watch?v=oymnC-tM79o>

On October 10, 2010, 5-year-old Xzavier was crossing the street near his home in Milwaukee when he was struck by a young woman who was texting while driving. Xzavier, who had dreams of becoming a football player, “The crash that paralyzed young Xzavier is a tragic reminder of the potential consequences of distracted driving,” said Secretary LaHood. “I hope that everyone who hears his story will remember to keep their eyes on the road, their hands on the wheel, and their focus on driving.”

The video released today was produced by the Wisconsin Department of Transportation and submitted for inclusion in the “Faces of Distracted Driving” series by Xzavier’s mother, Valetta Bradford.

"I hope anyone who thinks it is okay to text and drive watches our story," said Valetta Bradford. "You can't take your eyes off the road at any time."

“Faces of Distracted Driving” is a video series that raises awareness about the potentially tragic consequences of texting and cell phone use while driving by sharing the stories of family members who have lost loved ones in distracted driving crashes. In 2009, nearly 5,500 people died and half a million were

injured in accidents involving a distracted driver. The series is part of Secretary LaHood's effort to raise greater awareness about the dangers of distracted driving.

WATCH: "Faces of Distracted Driving" – www.distraction.gov/faces

The U.S. Department of Transportation encourages anyone who would like to share their distracted driving experiences to email: faces@distraction.gov.

To learn more about USDOT's efforts to stop distracted driving, please visit www.distraction.gov.

Youthful Drivers in Nampa

Two members of the Nampa Mayor's Teen Council participated in the Youth Track at the Northwest Alcohol Conference. Daniel Duce, a senior at Skyview High School and Daniel Garcia, a senior at Nampa High School were excited to participate in the youth conference in Scottsdale, Arizona.

The Daniel's have previously participated with other Teen Council members in teaching children the importance of wearing seatbelts through an education program at local elementary schools, middle schools, after school programs and a local Wellness Fest sponsored by the Nampa Chamber of Commerce. They are also part of a committee working

with the Nampa Police to develop an ongoing distracted driving awareness program for their peers.



At the conference they met other incredible young people who share their desire to make a difference in their communities and influence their peers in a positive way. The youth track offered great opportunity to examine their personal strengths, experience team building and learn some great tips on reaching their peers by concentrating on the positive-not the negative- aspects of their message.



The teenagers spoke with their fellow Council members from the Nampa Mayor's Teen Council on information and ideas they learned at the conference. At the September 6 Nampa City Council meeting, they presented the lessons learned and future plans for presentations in leadership classes at three of the local high schools. The entire Teen Council will also be participating in Alive at 25. Thank you Office of Highway Safety and Alive at 25 for encouraging participation in this conference and with funding.

Sharla Arledge, Public Information Officer for City of Nampa & Advisor for the Nampa Mayor's Teen Council.

NTSB CALLS FOR BAN ON USE OF MOBILE PHONES BY COMMERCIAL DRIVERS; CITES NEED FOR IMPROVED MEDIUM BARRIERS IN ACCIDENT THAT KILLED 11 IN KENTUCKY

September 13, 2011

Citing distraction from the use of a mobile phone by the driver of an 18-wheel semi truck as the probable cause of a crash that killed 11 people, the National Transportation Safety Board recommended banning the use of mobile phones by commercial drivers except in emergencies.

"Distracted driving is becoming increasingly prevalent, exacerbating the danger we encounter daily on our roadways," said NTSB Chairman Deborah A.P. Hersman. "It can be especially lethal when the distracted driver is at the wheel of a vehicle that weighs 40 tons and travels at highway speeds." [Read more.](#)

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
Sep 18-24, 2011	CHILD PASSENGER SAFETY WEEK , National Highway Traffic Safety Administration (NHTSA)
Oct. 1, 2011	First Day of Fiscal Financial Year 2012
Oct. 8, 2011	Alive at 25 , Cassia County Fire Station, www.idsafedriver.org
Oct. 15, 2011	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Oct. 17, 2011	Alive at 25 , Orofino High School, www.idsafedriver.org
Nov. 18, 2011	Alive at 25 , Mountain Home High School, www.idsafedriver.org
Nov 19-27, 2011	Impaired Driving , Statewide Traffic Enforcement Mobilization
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles		http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers

